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_104_學年度 _商__學院 英語授課課程大綱

課程名稱 Course Title □模組 □個別	(中文)數位媒體與行銷 (英文) Digital Media and E-Marketing
課程目標 Course Objectives	This course explores the multi-faceted nature of new media and e-marketing. Classroom lecture is supplemented by website visits, guest lectures, and field research to develop an appreciation of the ways that new media and the latest e-marketing applications have shaped the work and leisure of life. This course also provides a broad review of the history, culture, and political development of public policy in the infrastructure, liberalization, and deregulation arena concerning information technology and e-marketing applications, press media (printed, broadcast, and online), privacy, intellectual property, equity access to information.
課程大綱 Course Objectives	It is technically possible to connect everyone to everyone else either by wire or wireless means. But would this necessarily be a good democratic society or even a pleasant place to live in? The same technology that can provide surveillance for national security, law enforcement and accountability can also be used for social and political control and the targeting of unpopular groups and individuals. The same technology that can bring instant and cheap communication can also bring pornography and hate speech. Access to lifelong learning opportunities and government services can also be used to unduly influence and persuade non-critical, naive users by spying on their preferences, habits, life-styles and practices, or to divert and distract citizens away from empowering themselves via self-governing, civic, participatory democratic activity. Once a media culture takes shape in a society, it becomes a de facto standard for users. Despite the technological commonality, the social implications of communication technologies are quite different among nations, states, regions. Will media cultures converge among different countries? Is wiretap against universal human right or a passing technological anomaly? What is public key and how does it differ from private key? What part of that difference is critical for human freedom, and what elements are risks to the common safety? This class presents the backbones and transformations of information technology revolution. As telecommunications-based new media technologies and e-marketing applications develop rapidly and unevenly in the world, government and industry policy has become a priority among government leaders and academic researchers.

上課進度 Weekly Course Schedule	Week 1-2: Email Marketing Week 3-4 Virtual Community Week 5 Digital IQ Week 6-7 Search Engine Analytics and Display Advertising Week 8 Advertising Ecosystem and Advanced Analytics Week 9-10 Social Media Week 11 User Generated Content (UGC) Week 12 Inbound Marketing Analytics and Web2.0 Tools Week 13 Mobile Bands Week 14 Online Dialogue Week 15 Demographics, Partnerships Week 16 Content and Links Week 17 Targeted Customers Week 18 Prizes, Games
教學方式 Instructional Method	Lectures Individual Presentations Case Studies Video Viewings Website Discussion
課程要求 Course Requirements	Since this course revolves about the process with which a fast changing idea is incorporated in any field of information technology, new media literature and e-marketing, it is particularly important for students to be in class and participate in class discussion to benefit from all your fellow student-scholars and instructor have to offer.
評量方式 Evaluation	Participation 50% Group Presentation 20% Final Report 30%
教材及參考書目 Textbooks& Suggested Materials	References available upon request.
課程相關 連結網址 Course Website	http://amic.org.sg/ http://www.internetnews.com/ http://www.epic.doc.gov/ http://www.ntia.doc.gov/ http://www.gpsr.org/ http://www.marketwire.com/ http://www.soumu.go.jp/ http://www.wired.com/ http://www.washingtonpost.com

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表單編號：QP-T02-07-14
保存年限：10 年

	http://infoition.com/ http://www.networkworld.com/ http://thomas.loc.gov/ http://www.fcc.gov/Welcome.html
備註 Remarks	

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